

ORDER



Orders
Order / Rev: 706090
Alt Order #: 06274816
Product Desc: SHERROD BROWN/SENATE
Estimate:
Flight Dates: 08/14/12 - 08/20/12
Original Date / Rev: 09/20/12 / 09/20/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Shorr, Johnson, Magnus/POL
Buying Contact:
Billing Contact:
 1831 Chestnut St. #602
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Friends of Sherrod Brown
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/20/12	20	\$19,400.00	\$16,490.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	20	\$19,400.00	\$16,490.00	0.00
Totals	20	\$19,400.00	\$16,490.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	08/14/12	08/17/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF - -	:30	8	\$1,000.00	P-2	0.00	NM	8	\$8,000.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- TWTF - -			8		\$1,000.00		0.00				
2	WKYC	08/20/12	08/20/12	M-F 7-9a Today Today Show	CM	7a-9a	M- - - - -	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	M- - - - -			1		\$1,000.00		0.00				
3	WKYC	08/14/12	08/17/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
2X TUE, 1X W-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- TWTF - -			5		\$1,000.00		0.00				
4	WKYC	08/20/12	08/20/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M- - - - -	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	M- - - - -			1		\$1,000.00		0.00				
5	WKYC	08/18/12	08/18/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	- - - - - S-	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- - - - - S-			2		\$900.00		0.00				
6	WKYC	08/18/12	08/18/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	- - - - - S-	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WKYC	08/18/12	08/18/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S-		1				\$900.00		0.00			
7	WKYC	08/19/12	08/19/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S		1				\$850.00		0.00			
8	WKYC	08/19/12	08/19/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S		1				\$850.00		0.00			
Totals														20	\$19,400.00